

**Who's Who**  
Event and  
Meeting Planners

**Credit Cards**  
What to Look for  
Beyond Low Rates

**Ms. Personality**  
How Your Traits  
Affect Your Work

arizona

# woman

02|03.08

your career. your life. your community.

## TOP 25 workplaces FOR WOMEN

Linda Hunt Leads  
Female-Friendly  
St. Joseph's Hospital;  
Find Out What  
Companies  
Made Our List

**+** Health Alert:  
Phoenix Company  
Introduces  
Blood Test to Detect  
Breast Cancer

Need a Quick Fix?  
Book a Mini Spa  
Treatment

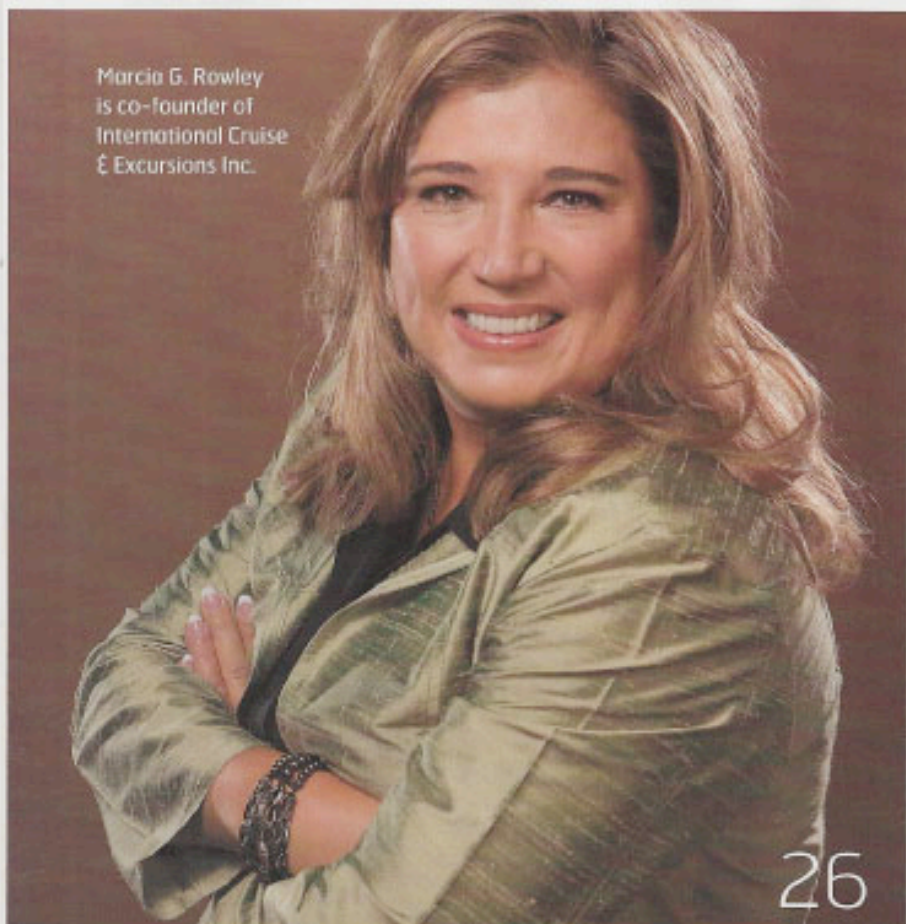
ASU Art Museum  
Curator  
Leaves Legacy

FEBRUAR 2008 \$2.99

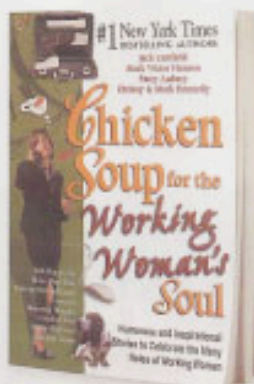


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Marcia G. Rowley is co-founder of International Cruise & Excursions Inc.



26



44



10

**FEATURES**

**26 Top Workplaces for Women**

They've got women in power positions. They offer flexible schedules. And they provide great perks. From hospitals to law firms, find out which companies made our list. ||| CHRISTINA LEONARD

**38 Ms. Personality**

What personality traits should you maximize to get ahead? We explore the answers, and women share how their personalities come into play in the workplace. ||| SUSIE STECKNER

**THE COVER** Linda Hunt, president of St. Joseph's Hospital and Medical Center, leads one of the 25 companies on our Best Workplaces for Women list. ||| PHOTOGRAPHY MARK LIPCZYNSKI HAIR & MAKEUP JENNEY BENSON

**EVERY ISSUE**

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WHO'S WHO  
in business

Jen Kaplan (right) and Jen Stringfellow (left), co-owners of Prime 3.

MEETING MAKERS: Event Planners Must Offer Unique Ideas and 'Juggle Balls'

THERE'S NO SHORTAGE of events in the Valley: Weddings, social soirees, grand openings, business mixers, company meetings and conventions happen daily.

Careers in event and meeting planning are a rapidly growing segment of the state's hospitality industry.

Competition is fierce. Nearly 1,400 convention and meeting planners will be working in the Phoenix area this year, according to Arizona Department of Economic Security projections.

To rise to the top of the field, planners have to be creative, detail-oriented, good negotiators, organized, flexible and self-assured.

And, the founders of Phoenix-based Prime 3 say, successful event planners have to offer their clients something different.

For example, when the Arizona Diamondbacks unveiled their new colors and logo, Prime 3 organized a fashion show using

the players along with professional models.

"We really focus on building relationships with our clients and being an extension of who they are and being part of the team," says co-founder Jen Kaplan, 34. "We don't look at ourselves as hired help."

Another thing that sets Prime 3, which has six employees, apart from the competition: It offers a full range of services, from public relations and marketing to all aspects of event planning.

Some events they manage are "turnkey from concept to completion," says co-founder Jen Stringfellow, 33. That might involve choosing a theme, arranging a venue, finding a caterer, buying decorations, lining up the emcee, making videos and rounding up silent-auction items. Other events may not need as much input, but the firm still does more than come in, set up and leave.

Some of the most important >>

EVENT AND MEETING PLANNERS Ranked by number of employees

BUSINESS	WEB SITE	PRINCIPAL(S)	EMP.	EVENTS PLANNED IN 2006	YR. EST.	HIGHEST-RANKING WOMAN
▶ Southwest Conference, Scottsdale	swcp.net	Jim Lammy	28	292	1967	Kathleen Glenn vice president/general manager
▶ U.S. Arrangers, Scottsdale	usarrangers.com	John Dawson	20	325	1990	No designee
▶ ADI Meetings & Incentives Inc., Tempe	adimi.com	Ann d'Eon	15	115	1962	Ann d'Eon, president
▶ TBA Global Events LLC, Scottsdale	tbaglobal.com	Dale Hahne	12	200	1990	No designee
▶ PRA Destination Management - Arizona, Chandler	pra.com	Katherine Christensen	11	90	1999	Katherine Christensen, president
▶ Katherine Christensen & Associates Inc., Chandler	kc-a.com	Katherine Christensen	8	62	1992	Katherine Christensen, president
▶ Prime 3 LLC, Phoenix	prime-3.com	Jen Stringfellow, Jen Kaplan	6	16	2005	Jen Stringfellow, Jen Kaplan co-owners
▶ AZA Events Inc., Scottsdale	azaevents.com	Lori James	5	120	1991	Lori James, owner/president
▶ Entertainment Solutions, Scottsdale	entertainment solutionsinc.com	Ken Koziol	5	118	2002	Carolyn Reyes, sponsorship director
▶ Corporate Destination Services of Arizona, Phoenix	corpdestination.com	April Adams	2	74	1994	April Adams, president/CEO

EVENT PLANNERS RANKED BY NUMBER OF EMPLOYEES. LIST BASED ON RESPONDENTS TO A SURVEY. SOURCE: COMPANY REPRESENTATIVES. RESEARCH: TRISH NEMANN. COMPLETED: OCT. 9, 2007. TO PARTICIPATE, CALL 602-444-4845.

qualities of a good event planner include keeping a cool head and thinking on your feet.

Whether it's big challenges such as uncooperative celebrities or inclement weather, or smaller hiccups like running out of tape, it can't ruin the whole night.

Kaplan and Stringfellow say they keep their edge by networking and using contacts wisely. For instance, former Phoenix Suns player Dan Majerle hired them for the grand opening of

his restaurant in Chandler. They turned around and recruited Majerle to appear at the opening of a Mesa LA Fitness.

The pair also is active in the community, sitting on several boards. In addition, they find out what's going on in other markets to get fresh ideas.

"There's something going on every night," Kaplan says, "so you have to do something that's going to stand out and be unique."

■ GERRI KOEPEL

## ON YOUR OWN

Despite several local business and networking associations, one in four female Arizona business owners say she does not have a mentor or resource to contact when she runs into problems with her business. And almost half do not have opportunities to network with other women-owned businesses, according to a random sampling of 500 businesswomen.

SOURCE: SAL PERKINS PROJECT, ARIZONA STATE UNIVERSITY, 2008.

## OFFICE PERKS

### THIS MONTH'S OFFICE:

At the Children's Action Alliance, staffers keep the refrigerator stocked with sodas and the cupboards filled with graham crackers, popcorn and pretzels.

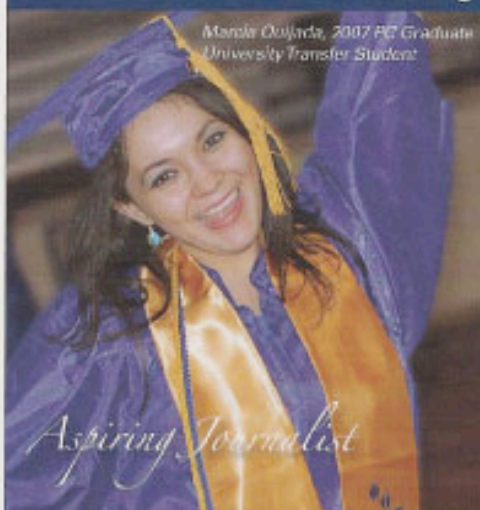
But President and CEO Dana Wolfe Naimark says the best perk of all is the supply of Hershey's Nuggets in every conference and meeting room.

"These little treats give our staff a pick-me-up when needed, with a small but luxurious indulgence," she says.

**WORK IS HARD ENOUGH.** Arizona Woman wants to recognize the best office perks in the Valley. Does your place offer free massages? A barista in your lobby? We want to hear about it. Send your "perk" to [azwoman@pnl.com](mailto:azwoman@pnl.com).

These little treats give our staff a pick-me-up when needed, with a small but luxurious indulgence.

## The possibilities are as endless as your imagination.



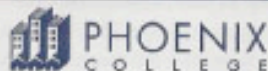
Marisa Oajinda, 2007 PC Graduate  
University Transfer Student

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